

**WXYZ**

## ORDER

Print Date 10/26/12

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Flight Dates **10/22/12-11/01/12**

Order Sep 00:20:00

Estimate # **3028**

Alt Order #

Billing Type	Cash
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Order Type	GENERAL
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Billing Cycle      EOM/EOC

## Billing Calendar BROADCAST

Demographic A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority P-1

Advertiser Ref

Contract / Revision 315469 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser**Hard Working Americans**

Agency **Strategy Group for Media**

## Buying Contact

**7669 Stagers Loop  
Delaware, OH 43015**

Product

**MI Hard Working Americans**

Agency Com 15%

**Billing Contact**

**7669 Stagers Loop**  
**Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25%    Market Value 552000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	138000
WDWB	%	0
WJBK	25%	138000
WKBD	10%	55200
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	15%	82800

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	20	\$76,500.00	\$90,000.00	0.00
November 2012	16	\$40,800.00	\$48,000.00	0.00
Totals	36	\$117,300.00	\$138,000.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	20	\$76,500.00	\$90,000.00
10/29/12	11/01/12	16	\$40,800.00	\$48,000.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	WXYZ	10/22/12	10/22/12	Detroit Lions Football	CM	830-1130p	M- - - - -	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00	
				Detroit Lions Football												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	M- - - - -	1		\$30,000.00	0.00								
N 2	WXYZ	10/23/12	10/26/12	6am News M-F	CM	6-7am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00	
				Action News 6am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	- TWTF - -	4		\$2,000.00	0.00								
N 3	WXYZ	10/29/12	11/01/12	6am News M-F	CM	6-7am M-F	MTWT - - -	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00	
				Action News 6am												



WXYZ

Print Date: 10/26/12

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Contract / Revision **315469** Flight Dates **10/22/12-11/01/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Hard Working Americans** Product **MI Hard Working Americans** Estimate # **3028**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/29/12	11/01/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWT--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT--					4	\$2,000.00		0.00			
N 4	WXYZ	10/23/12	10/26/12	6p News 6-630pm M-F	CM	6-630pm M-F	-TWTF--	:30	4	\$2,500.00	FX	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$2,500.00		0.00			
N 5	WXYZ	10/29/12	11/01/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWT--	:30	4	\$2,500.00	FX	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT--					4	\$2,500.00		0.00			
N 6	WXYZ	10/23/12	10/26/12	7p News M-F 7-730p	CM	7-730pm M-F	-TWTF--	:30	4	\$2,500.00	FX	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$2,500.00		0.00			
N 7	WXYZ	10/29/12	11/01/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWT--	:30	4	\$2,500.00	FX	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT--					4	\$2,500.00		0.00			
N 8	WXYZ	10/27/12	10/27/12	Early News Sa 7p (Follows 5p)	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$2,000.00		0.00			
N 9	WXYZ	10/23/12	10/28/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Sun	-TWTFSS	:30	6	\$5,000.00	FX	0.00	NM	6	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTFSS					6	\$5,000.00		0.00			
N 10	WXYZ	10/29/12	11/01/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Sun	MTWT--	:30	4	\$5,000.00	FX	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT--					4	\$5,000.00		0.00			
Totals														36	\$138,000.00